



Swiss reject tobacco and alcohol advertising bans

THE SWISS people have rejected by a substantial majority a proposal to ban all advertising for tobacco products and alcoholic beverages.

In a 28 November referendum, 74.4% of the electorate voted against a tobacco advertising ban and 74.7% against a ban on alcohol advertising. Some 44.3% of the population voted.

The measures, known as the *Twin Initiatives*, were defeated in all of Switzerland's cantons. The defeat was particularly strong in the French-speaking part of the country, where the electorate is reported to be especially hostile towards any increase in legal prohibitions.

The *Twin Initiatives* had already been rejected by the Council of States and the National Council earlier in the year. The current attempt to ban tobacco and alcohol advertising was launched in 1989 by organizations concerned with health and with the protection of young people.

Page 22

French bill would revise certain provisions of the Evin Law

SOME 40 deputies of the UDF and RPR political parties in France have put forward a bill that would revise certain provisions of the Evin Law and permit sponsorship of sporting events by tobacco manufacturers as well as tobacco advertising in the written press.

The bill, designed to safeguard motor racing, is, according to its authors, inspired by British and American legislation and proposes to allow tobacco manufacturers to place their "emblem, logo, image and cigarette colours" on the vehicles they sponsor, though not their names or brand. The bill also proposes to allow the reinstatement of tobacco advertising in the written press except in publications aimed at young people, as long as they are accompanied by a health warning. An annual ceiling for the amount of such advertising allowable would be established by the health minister.

Page 15

Finnish researchers dispute claims about ineffectiveness of advertising bans

A FINNISH research team maintains that although some studies claim that tobacco advertising bans in Norway and Finland have been successfully used as a means to reduce tobacco consumption, tobacco-industry spokespersons "seem to interpret available evidence in the opposite way" and claim the contrary. The authors, Rimpelä *et al.*, add that some of their own reports have been referred to and misused by tobacco-industry spokespersons and consultants.

According to the authors, "the few scientifically valid reports available today give both theoretical and empirical evidence for a causal relationship [between advertising and smoking among adolescents]".

Page 24

Highlights

Rules of origin at issue in US and Australia

A US senator has filed a bill to delay regulations on the percentage of domestic tobacco content required in US cigarettes. In Australia, tobacco growers are increasing pressure on the federal government to review a commitment to abolish a requirement that 50% of tobacco used in the country's cigarettes must be domestically-grown.

Pages 9 & 28

Belgian newsagents protest tax increases

An alliance of Belgian newsagents' and tobacco-industry groups is protesting recently-announced cigarette tax rises.

Page 16

First voluntary advertising curb in Eastern Europe

Seven Polish and six western tobacco firms operating in Poland have reportedly signed an agreement to reduce their advertising. It is claimed to be the first such voluntary curb in Eastern Europe.

Page 22

Australian ruling upholds anti-smoker's statements on ETS

Anti-smoking campaigner Stephen Woodward has not breached the Fair Trading Act by commenting on the alleged dangers of ETS, according to a ruling by an Australian judge.

Page 27

All-Africa Conference on Tobacco Control

The UICC All-Africa Conference on Tobacco Control was held in Zimbabwe last month.

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SISB databases and the new Legis database

TDC's six-volume *Smoking Issues Status Book (SISB)* and its regular monthly updates provide you with the current position on legislative/regulatory restrictions in the 178 countries covered.

We also offer our members six electronic databases which are updated daily, making them more current than the hard copy *SISB*.

The six electronic databases are:

ADPROM, covering advertising and promotion restrictions in all media;

RETAIL, focusing on requirements and restrictions for the retailing sector, such as age restrictions for the sale of tobacco products;

FISCAL, covering taxation regulations, such as tax collection methods and requirements for licences to sell and manufacture tobacco products;

PACK, detailing packaging and labelling requirements, such as health warnings;

PRODINFO, outlining requirements for product testing, ingredients disclosure and constituents listing;

PUBSMO, detailing restrictions on smoking in public places and on transport.

We can undertake requests for tailored searches through the *SISB* databases, limited, for example, to a particular subject or group of countries, and supply you with a print-out of the results. Or you can search the database yourself on-line. Simply arrange for access by contacting David Ball.

TDC also produces a quick reference guide to the *SISB* called the *Global Overview*, which features summary tables that provide a broad indication of the key elements of cigarette restrictions worldwide.

For assistance with other legislation queries, members can also consult a new database called **LEGIS**, which holds abstracts on all legislation cited in *SISB* and on hard copy legislation held in TDC's library.

Please contact Lindsey Wilson about access to any of the above databases or for any search requests.

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December 1993

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Editor's Letter

Dear Reader,

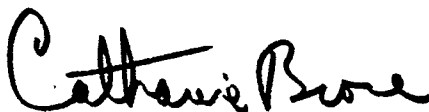
The so-called *Twin Initiatives* that aimed to ban tobacco advertising in Switzerland were defeated by a strong majority at the end of last month (page 22). Please contact TDC if you would like further information on the arguments and campaign materials that helped defeat the measures.

November and December are budget months in a number of countries. Last month we reported on tax increases in Norway and Sweden; in the past few weeks increases have been announced in the UK (page 18), Belgium (page 16) and Russia (page 23). In the US, Congressman Dan Rostenkowski has expressed doubts about proposed increases in tobacco taxes, citing arguments that a single industry should not be asked to pay the entire additional cost of funding a national health-care programme (page 9).

The implications of Europe-wide tax harmonization are discussed in an International Monetary Fund publication, *Tax harmonization in the European Community. Policy issues and analysis*, which is listed in our *Recent Acquisitions* section (page 32).

In accordance with the Maastricht Treaty, the European Community is now known as the European Union (EU).

Last month we reported that the EU Commission has proposed that Sweden be exempted from the EU's ban on oral snuff when it joins the Union. We understand that this issue has not yet been decided, but both the country's prime minister and minister for European affairs and foreign trade have signalled the importance of such an exemption to Sweden's future in the Union (page 25).



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TDC welcomes any contributions or suggestions to INFOTOPICS.

TDC is able to obtain all publications mentioned in INFOTOPICS; in certain cases there may be a small fee.

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North America

USA Taxation

Rostenkowski warns on new tobacco taxes

US Representative Dan Rostenkowski, chairman of the House Ways and Means Committee has expressed doubts about the cost of the Clinton health reform plan and its reliance on a tobacco tax for financing.

Speaking to the Midwest Business Group on Health, Rostenkowski said that "some serious questions are presently being asked about the

White House's reliance on tobacco taxes to finance the plan.

"I think there was agreement that tobacco taxes should be increased but not to the point where the survival of some businesses were threatened," he explained. "Putting a company out of business is not a very effective way of raising revenue." □

Rostenkowski questions White House reliance on tobacco tax to fund reform. *BNA Daily Report for Executives* (3 December 1993) p. G4

Reference: 020454

US senator files bill to delay legislation on domestic content of tobacco

Colorado Senator Hank Brown has reportedly filed a bill to delay regulations on the percentage of domestic tobacco that must be used in US cigarettes until it is determined whether the provision violates international trade rules.

The provision, which requires US-made cigarettes to contain at least 75% domestic tobacco, was approved by Congress as part of an omnibus budget bill earlier this year.

Under the senator's bill, the 75% rule would not take effect unless other

tobacco-growing nations agree that it does not violate trade rules or there is a ruling from the General Agreement on Tariffs and Trade.

Tobacco-state lawmakers sought the provision as a way to offset the alleged impact of higher tobacco taxes proposed to pay for health-care reform [see previous story].

More than a dozen tobacco-exporting nations spoke out against the provision while it was being considered*. □

* *Infotopics* October 1993 p. 7

USA Quotas

USA: US senator tries to derail tobacco-content rule. *Reuters* (19 November 1993)

Reference: 020437

Omnibus budget reconciliation act of 1993. *Public law 103-66* (10 August 1993) 6 pp.

Reference: LE0001245

Tobacco Education and Child Protection Act put forward in US

A new bill introduced in the House of Representatives with Clinton administration support would give the Health and Human Services Department the authority to revise the language of health warnings.

Under the bill, known as the *Tobacco Education and Child Protection Act*:

- Cigarette manufacturers be required to rotate warnings saying that cigarettes can kill, cause lung cancer, emphysema and heart disease, harm the babies of pregnant women, be harmful to child development and cause cancer in non-smokers.
- Users of chewing tobacco would have to be informed about the claim that the product can cause mouth cancer.
- The distribution of free samples would be banned, as would advertising in sports stadia, films, music videos, video arcade games or any place within 2,000 feet of schools.
- Cigarette vending machines would be allowed only in places inaccessible to children.
- Tobacco sponsorship of events would be banned unless the sponsor distributed information about the alleged effects of tobacco. ■

USA Legislation

Abrams, Jim. Tobacco bill. *Associated Press* (23 November 1993)

Reference: 020519

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- Health warnings would also be required on T-shirts or hats that display tobacco product brand trademarks and on sports equipment such as racing cars that display such trademarks.

An article quotes Thomas Lauria, a spokesperson for the US Tobacco

Institute, as saying: "While the government is free to speak out, it can't hijack our ads and packages for its own purposes." He added that a similar bill introduced in 1990 by Representative Henry Waxman, who is one of the sponsors of the current bill, failed to pass, and "we think this will meet the same fate". □

Canada Legislation

An act to prevent the provision of tobacco to young persons and to regulate its sale and use by others. Ontario. *Ministry of Health* (November 1993) 11 pp.

Reference: LE0001243

Goodman, Lee-Anne. Ontario to raise smoking age, ban machines. *Montreal Gazette* (23 November 1993)

Reference: 020436

This bill won't clear the smoke. *Financial Post* (25 November 1993)

Reference: 020496

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Ontario legislation aims to prevent access to tobacco by young people

New legislation has been introduced in the province of Ontario that would raise the legal smoking age from 18 to 19, ban cigarette vending machines, and prohibit pharmacy sales of cigarettes. The law would also require stores selling cigarettes to post prominent health warnings; ban tobacco at most medical facilities; allow the province to put its own health warnings on cigarette packs and set a C\$300,000 (US\$227,272) maximum fine for companies that fail to comply, and triple the current C\$25,000 (US\$18,797) maximum fine for a company that sells cigarettes to minors.

Although Nova Scotia, New Brunswick and Newfoundland have moved to increase their legal smoking ages to 19, no province has gone as far as Ontario by trying to ban the sale of tobacco in pharmacies.

Phil Gillies, of the Smokers' Freedom Society, is quoted in a press article as saying that the law would cause more smuggling. Representatives from pharmacists' groups have also warned that the move would cause a number of pharmacies to close.

Bernie Ceifets, a member of the Committee of Independent Pharmacists, a group representing 1,400 provincial drugstore operators, protested that the move discriminates against one segment of the retail trade.

"Harassment" of tobacco industry

An editorial in the *Financial Post* states that while the primary

intention of the legislation, to deter young people from smoking, is admirable, "the legislation falls short of achieving this goal and in the process manages to infringe on the rights of both smokers and non-smokers".

The editorial points out the difficulty of enforcing the age-of-sale legislation and that only a small percentage of cigarettes are sold from vending machines.

"The toughest part of the legislation really has little to do with youngsters at all, and everything to do with harassment of the tobacco industry - still a legal industry, by the way. Banning the sale of tobacco in pharmacies and other health facilities, while ethically consistent for pharmacists as health-care professionals, favours one form of retailer over another.

"This measure also will not cut back on tobacco consumption. On the contrary; both legal and illegal outlets stand to pick up the pharmacies' lost business. Meanwhile, pharmacies lose revenue from tobacco sales that have helped cover some of the stores' fixed costs."

The editorial concludes: "While the Ontario government has good intentions, the same could be said of the Malaysian government, which last week declared that anyone caught smoking in a no-smoking area could face two years in jail. Is this really where we want government to take us?" □



North America

USA
Dietary Nicotine

Dietary nicotine could account for cotinine concentrations in body fluids

Researchers Domino *et al.* suggest that dietary sources of nicotine in certain foods could be responsible for the nicotine and cotinine concentrations in the body fluids of some non-smokers.

The authors analysed tomatoes, potatoes, cauliflower and green peppers to determine their nicotine content; they also analysed tap water and black tea.

According to Domino *et al.*, measurable amounts of nicotine were reported in potatoes, cauliflower and tomatoes. The concentrations were relatively low and could be detected in urine or blood only if large amounts of these foods were ingested. Green peppers, black tea

and tap water had no detectable amounts of nicotine.

In comparing the absorption of nicotine via the lungs when breathing smoky air and via the gastrointestinal tract when eating potatoes, the authors state that the non-smoker would need to be in a low-concentration smoky room for 465 to 774 minutes to obtain the equivalent amount of nicotine to eating about one pound of medium-sized potatoes available from one particular supermarket in Ann Arbor, Michigan. □

Editor's note: The authors made similar points in a recent letter to the editor of the *New England Journal of Medicine*, see *Infotopics* August 1993 p. 13.

Domino, E.F. *et al.* Relevance of nicotine content of common vegetables to the identification of passive tobacco smokers. *Medical Science Research* (1993) 21: pp. 571-572

Reference: 020452

Developing an enforceable indoor air quality standard for ETS in the workplace

US researchers Repace and Lowrey claim to have developed a model that permits, for the first time, the use of atmospheric nicotine measurements to estimate the alleged lung cancer risk to non-smokers of ETS exposure in individual workplaces.

The authors did this by modifying their previously-developed model relating the alleged lung cancer risk from ETS exposure to the non-smoking population's exposure to respirable suspended particulate (RSP) said to be associated with ETS. By relating atmospheric nicotine in buildings to RSP from ETS, they claim a nexus may be established between lung cancer risk and the ETS constituent, nicotine. "In this manner,

nicotine and cotinine, which are the best available markers for ETS exposure and dose, therefore also serve as the most suitable markers for the carcinogenic effect of ETS, despite their own apparent lack of carcinogenic activity."

From their data, they estimate that workplaces without effective smoking policies considerably exceed the minimum risk standard established by the model. They go on to claim that for a substantial fraction of the 59 million non-smoking workers in the US, current workplace exposure to ETS also appears to pose risks exceeding the *de manifestis* risk level above which carcinogens are strictly regulated by the federal government. □

USA
Workplace

Repace, James L. and Alfred H. Lowrey. An enforceable indoor air quality standard for environmental tobacco smoke in the workplace. *Risk Analysis* (1993) 13(4) pp. 463-475

Reference: 020445



North America

USA

Smoking Policy

Rabin, Robert L. and Stephen D. Sugarman (Editors). *Smoking policy: Law, politics, & culture*. Oxford University Press (1993) 243 pp.

Reference: 020585

Smoking policy: Law, politics, & culture

Smoking policy: Law, politics, & culture "examines the interplay between public opinion and governmental action as norms have changed about whether one should smoke and where it is appropriate to do so".

A group of contributors from law, public health, communications, political science and sociology address a range of tobacco-control issues; a list of chapters is included below.

On the need for stronger tobacco-control measures, the editors note that in view of the trend towards a decline in smoking prevalence in the US, "perhaps all the agitation by anti-smoking advocates is alarmist, seeking inappropriately strong government initiatives when such action may not be all that critical. Patience may accomplish the objectives of virtually all the perspectives on the smoking problem that we have discussed."

In a chapter on smoking bans, Robert Kagan and Jerome Skolnick suggest that most of the smoking-control measures that promise to be effective may already have been enacted. Similarly, most adult smokers who are most likely to be influenced to quit by public policy interventions may already have done so. If these two points are accurate, then new interventions will face a steep uphill battle, and the returns may be

marginal compared with those of the recent past.

They go on: "From still another perspective, some people who favor a smoke-free America would nevertheless want to restrict government's role to that appropriate to the informed choice approach, on the ground that, in the long run, the only really effective strategy is to convince people to decide for themselves that smoking is too dangerous. From this vantage point, any heavier government pressure on people to stop smoking promises to be counterproductive."

Kagan and Skolnick also bring up the matter of civic relations. "Although many nonsmokers feel validated by having legal rights to assert against smokers, this may not be the best way to resolve conflicts over social behavior in our society. It is not only that recognizing new legal rights contributes to our sense that America is drowning in law and litigation, but also that pursuing the 'rights' approach may undercut modes of dispute resolutions that help to ensure that both parties comfortably feel part of the same community in the long run."

In another chapter, Michael Schudson argues that advertising is almost surely far less persuasive than most people believe. □

Chapters

- The politics of smoking regulation: Canada, France, and the United States - Robert A. Kagan and David Vogel
- The social symbolism of smoking and health - Joseph R. Gusfield
- Banning smoking: Compliance without enforcement - Robert A. Kagan and Jerome H. Skolnick
- Comparing cigarette policy and illicit drug and alcohol control - Franklin E. Zimring
- Institutional and historical perspectives on tobacco tort liability - Robert L. Rabin
- Tobacco liability in the courts - Gary T. Schwartz
- Disparate treatment of smokers in employment and insurance - Stephen D. Sugarman
- Health insurance policy and the politics of tobacco - Helen Halpin Schauffler
- Symbols and smokers: Advertising, health messages, and public policy - Michael Schudson

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North America

USA Risk Assessment

How US federal agencies develop reliable and accepted risk assessments

In *Assessing risks to health*, the authors look at how different US federal agencies develop "reliable and accepted risk assessments" for a variety of substances.

One such agency is the Office of Smoking and Health, and the alleged risk involved was ETS. The authors reviewed a number of studies on ETS, including those of Hirayama, Repace and Lowrey and the Environmental Protection Agency and submitted them - and the other nine alleged risks examined - to three categories of question:

- When different analytic methods are available, on what basis do those doing the risk assessments choose among them? How do different agency mandates affect their choices of analytic methods?
- What issues and problems in methods have most influenced the acceptance or controversy of the findings from risk assessments? How have these evolved over time? What might be priority areas for the development of less controversial methods?
- How do the limits and controversies regarding methods affect the role of risk assessments in risk management decisions? What might make risk assessments and their presentation more useful?

The authors conclude: "The 1986 report of the [US] Surgeon General gave perhaps the best analysis of the possible problems and biases of the underlying epidemiological studies of any case presented in this report. It also discusses the statistical power of these studies to detect effects in detail.

"It is one of the few cases that references findings that are not statistically significant but are consistent with the statistically significant studies as additional support for its conclusions. The general thrust of the report is to synthesize findings coming to a general conclusion that is qualitative - that is, the evidence is compelling - that a relationship exists between ETS and cancer, citing individual quantitative studies and their combined weight, as well as numbers themselves. This report has had a significant impact on smoking regulations as indicated by recent actions by corporations and government to restrict smoking. The health effects of ETS remain a matter of great interest. A recent (May 1992) draft report by the Environmental Protection Agency concluded, in part, that its own analyses of available data 'strongly suggest a causal association between lung cancer and ETS exposure'." □

Bailar, John C. III *et al.* (Editors)
Assessing risk to health. Auburn
House (1993) 323 pp.

Reference: 020584

Air pollution might increase risk of heart disease

Air pollution may contribute to heart disease, according to Stanton Glantz, from the Division of Cardiology of the University of California [San Francisco], and an active anti-smoker.

He states that carbon disulphide, a compound that can accelerate atherosclerosis and coronary artery disease, has been reported in New York City area ambient air and exhaled air from human volunteers. Carbon disulphide has also been implicated as a cause of hypertension, hyperlipidaemia and altered

carbohydrate metabolism in humans and of lethal arrhythmias in animals. He cites a number of studies linking heart disease with exposure to various particulates.

He concludes by stating that there is significant evidence that ETS causes and aggravates heart disease but that it might be mitigated by other factors. "The fact that ETS-induced heart disease is such a significant problem suggests that heart disease may be induced or aggravated by other sources of environmental pollution. ETS is, after all, air pollution." □

USA Air Pollution

Glantz, Stanton A. Heart disease and the environment. *Journal of the American College of Cardiology* (May 1993) 21(6) pp. 1473-1474

Reference: 020507



USA

Carcinogens

Hecht, Stephen S. *et al.* A tobacco-specific lung carcinogen in the urine of men exposed to cigarette smoke. *The New England Journal of Medicine* (18 November 1993) 329 (21) pp. 1543-1546

Reference: 020377

Hoffmann, D. *et al.* Cigarette smoking and adenocarcinoma of the lung: the relevance of nicotine-derived N-nitrosamines. *Journal of Smoking-Related Disorders* (November 1993) 4(3) pp. 165-189

Reference: 020435

USA

Young People

Torabi, Mohammed R. *et al.* Cigarette smoking as a predictor of alcohol and other drug use by children and adolescents: evidence of the 'gateway drug effect'. *Journal of School Health* (September 1993) 63(7) pp. 302-306

Reference: 020502

Scientists claim link between NNK and induction of lung cancer

Two new US studies claim that the presence of NNK, a specific carcinogen for lung cancer allegedly found in tobacco smoke, plays an important role in the induction of cancer in both non-smokers and smokers.

In a study by Stephen S. Hecht *et al.*, non-smokers exposed to sidestream cigarette smoke reportedly absorbed and metabolised NNK. Hecht *et al.* claim therefore that this provides experimental support for the proposal that ETS can cause lung cancer.

The authors exposed five male non-smokers to sidestream cigarette smoke generated by machine smoking of reference cigarettes on two separate occasions. Urine samples were collected before and after exposure and were analysed for metabolites of NNK.

The authors emphasize the experimental character of the study, but claim that it is the first proof of the presence of a carcinogen in 'passive' smokers. The study also reports that a smoker exposed to the same quantity of smoke absorbs 120 times as much NNK.

NNK in active smokers

In another study, Hoffmann *et al.*

claim that NNK specifically induces pulmonary adenoma and adenocarcinoma in laboratory rats and the lowest dose required to induce lung tumours in rats compared well with the dose of NNK inhaled by a long-term cigarette smoker. They conclude that NNK plays an important role in the induction of adenocarcinoma of cigarette smokers.

The authors suggest that consumer acceptance of low-'tar', low-nicotine cigarettes may account for an observed increase in the incidence of pulmonary adenocarcinoma compared with that of squamous cell carcinoma among male smokers in a number of developed countries. These cigarettes are smoked by drawing puffs more frequently, and by taking larger puffs than in high-yield cigarettes, Hoffmann *et al.* state.

One change in the composition of low-'tar' cigarettes is an increase of the nitrate content, they claim. Accordingly, "since nitrate is an important precursor of N-nitrosamines found during tobacco processing and smoking, the yield of carcinogenic, tobacco-specific N-nitrosamines (TSNA) in the smoke has therefore increased". NNK is nicotine-derived TSNA. □

Cigarette smoking claimed to be important in 'gateway drug effect'

Cigarette smoking is a powerful predictor for use of alcohol and other drugs, and the relationship is dose-responsive, according to an analysis of data on 20,629 Indiana students.

Torabi *et al.* analysed data from the 1992 *Survey of Alcohol and Other Drug Use by Indiana Students*, which covered students in grades 5-12 (ages 11-18 years).

Compared to other frequently-identified predictors of illicit drug use (perceived risk of physical or other

harm, or perceived peer approval/disapproval of use), self-reported cigarette smoking appears to be a better predictor of both alcohol abuse and of illicit drug use, they claim.

Students reporting use of one or more packs of cigarettes per day were three times more likely to consume alcohol, seven times more likely to consume smokeless tobacco, and 10-30 times more likely to use illicit drugs than were students who had never smoked, according to the authors. □



**European
Union**

France
Sponsorship/Press

French bill would revise certain provisions of the Evin Law

Some 40 deputies of the UDF and RPR political parties in France have put forward a bill that would revise certain provisions of the Evin Law. The revision would once again allow sponsorship of sporting events by tobacco manufacturers as well as tobacco advertising in the press.

The bill is, according to its authors, inspired by British and American legislation and proposes to allow tobacco manufacturers to place their "emblem, logo, image and cigarette colours" on the vehicles they sponsor, though not their names or brand. The bill also proposes to allow the reinstatement of tobacco advertising in the written press except in publications aimed at young people, if accompanied by a health warning. The health minister would establish an annual ceiling for the amount of such advertising allowable.

The deputies proposing the bill have denounced the "lack of realism in the Evin Law". They claim that the "relationship between advertising and

consumption [of tobacco] has not been clearly established". They also affirm that the present legislation is "impotent in the face of the internationalization of images and advertising messages".

The introduction to the law claims that it was drawn up hastily, "instituting a difference in treatment that opens it to criticism between restrictions on tobacco advertising and on advertising for alcoholic beverages and neglecting the phenomenon of internationalization of images".

It also points out that the economic consequences of the Evin Law were not clearly evaluated and today threaten the existence of an entire sector of activity.

The introduction also states that in countries such as Finland and Norway where tobacco advertising is banned, falls in consumption have not been dramatic whereas in Great Britain and the US, which allow such advertising, they have been. □

Publicité pour le tabac: des députés veulent modifier la loi Evin. *AFP* (10 November 1993)

Reference: 020450

Proposition de Loi tendant à réformer la loi No. 91-32 du 10 janvier 1991 relative à la lutte contre le tabagisme et l'alcoolisme... *Assemblée Nationale* (2 November 1993) No. 671, 11 pp. [French]

Reference: LE0001244

EU Commission to re-examine ad ban proposal

The European Commission will re-examine its proposed ban on tobacco advertising after EU health ministers again failed to agree on the directive.

EU Health Commissioner Padraig Flynn said it was a "matter of great regret" that member states were unable to agree on a ban.

Lawyers advising the Council of Ministers have disputed the Commission's decision to press for a

ban under single market rules in the EU treaty. The Commission argues that unless conflicting national legislation is harmonized, publications containing tobacco advertising will not circulate freely around the Union.

But the Commission and the Belgian presidency said that they were extremely surprised that the Council's legal service had raised such objections after two years of debate on the measure. □

EU Member States
Advertising Bans

Hill, Andrew. EU in fresh look at tobacco ban. *Financial Times* (14 December 1993) p. 5

Reference: 020588

2501234794



European Union

United Kingdom

Advertising Bans

Brown, Colin. MP to press for ban on tobacco advertising *The Independent* (3 December 1993) p. 10

Reference: 020458

Mistry, Tina. Tobacco poster ban looms. *Campaign* (26 November 1993) p. 1

Reference: 020433

Mills, Dominic. Tim Bell aids tobacco ban fight. *Campaign* (10 December 1993) p. 2

Reference: 020583

Belgium

Taxation

DuBois, Martin. Brussels delivers complex austerity plan, giving coalition a respite, markets a lift. *Wall Street Journal Europe* (18 November 1993) p. 2

Reference: 020440

Les marchands de journaux dénoncent les taxes sur les cigarettes. *L'Echo* (2 December 1993) [French]

Reference: 020504

Non à la nouvelle taxe sur la cigarette. *L'Echo* (3 December 1993) [French]

Reference: 020505

UK threatened with tobacco poster ban

The UK government has reportedly drawn up plans to ban outdoor advertising for tobacco as early as the middle of 1994.

Unless the tobacco companies comply voluntarily with Health Minister Virginia Bottomley's tough new line, she is prepared to outlaw all their advertising, according to *Campaign*, an advertising trade publication.

Mrs. Bottomley has also asked for an extension of the range of magazines in which tobacco advertising is banned, an end to 'macho' images, no shopfront promotion, and tougher controls over sports sponsorship.

The cabinet is expected to support the health minister's plans. However, Peter Brooke, the National Heritage Secretary, who is responsible for sport, has reportedly refused to renegotiate the government's voluntary agreement with the tobacco

industry on sports sponsorship. He is said to be anxious to maintain the £8 million/year injected into sport by tobacco firms. Brooke's moves is the first sign of cabinet resistance to Bottomley's drive, according to *Campaign*.

Tobacco accounts for 15% of outdoor revenue and is the industry's second-largest category after cars. According to estimates, the loss in real terms would be more than £25 million, with as many as 75% of poster companies being forced to shut down.

Bill to ban tobacco advertising

Kevin Barron, a Labour member of parliament (MP), is planning to introduce a bill to ban tobacco advertising. The bill would not become law without government support, but Mr Barron claims that it will put more pressure on the government to take action. □

Tax increase sparks protest campaign by Belgian newsagents' association

The Belgian government has delivered its "austerity package"; tobacco and fuel, targeted for tax increases as well as alcohol, will reportedly be removed from the consumer price index.

The move would increase the price of a pack of 25 cigarettes from 105 to 112 Belgian francs (US\$3 to US\$3.20).

The move has been condemned by the members of the Fédération Wallonne et Bruxelloise des Diffuseurs de Presse et de l'Édition [Wallonian and Brussels federation of newsagents], which has demanded a freeze on cigarette taxes. Tobacco sales represent one-third of newsagents' turnover.

According to the federation, the new tax would lead to large amounts of

imports from neighbouring countries, where a pack of cigarettes costs from 25 to 30 francs US\$0.71 to US\$0.86) less. The federation also warns that the illegal sale of cigarettes is continuing to rise and that newsagents are increasingly suffering losses through theft.

On 3 December, an advertisement was placed by the federation and other groups representing the country's press and tobacco industry saying *No to the new tax on cigarettes* [see following page]. The advertisement states that the government's claim that the tax will bring in 3.6 billion francs (US\$ 1.02 billion) in revenue "assuming constant consumption" is false, and that it is rather likely to bring about a 120% fall in consumption in 1994. □

2501234795



European
Union

PUBLICITÉ: Ce texte n'engage pas la rédaction.

NON

A LA NOUVELLE TAXE SUR LA CIGARETTE

UN FAUX CALCUL

Le gouvernement a décidé d'augmenter les taxes sur la cigarette. Son calcul: cela rapportera 3,6 milliards de francs "à consommation supposée constante". Tout le monde sait que la vente de cigarettes diminue depuis 10 ans vu l'augmentation des taxes. En 1993, cette vente a déjà chuté de 8%. Si la décision gouvernementale est appliquée, on peut s'attendre à une nouvelle baisse de 10% en 1994. La perte sèche pour l'Etat et pour le contribuable sera alors de 1 milliard de francs. Un gain de 3,6 milliards de francs est donc un faux calcul.

TOUT LE MONDE Y PERD

L'Etat

- par une diminution des recettes fiscales

Les magasins de journaux
Les grossistes
La distribution

- par l'augmentation des importations légales de cigarettes meilleur marché des pays limitrophes
- par la contrebande organisée

L'industrie

- par une diminution de la compétitivité et de l'emploi

Le contribuable

- parce qu'il payera quand-même l'addition finale

Un tiers du chiffre d'affaires des magasins de journaux provient de la vente de produits de tabac. Une grande partie des détaillants et des grossistes ont déjà du mal à nouer les deux bouts. Pour eux, un nouveau plan de crise sera nécessaire.

FINI LES TAXES INEFFICACES!

FWBDPE

Fédération Wallonne et
Bruxelloise des Diffuseurs
de Presse et de l'Edition

VFP

Vlaamse Federatie van
Persverspreiders

FEDIS

Fédération Belge
des Entreprises de
Distribution

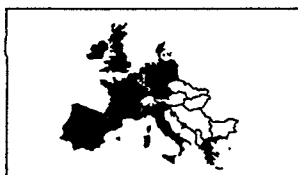
FEGROTAB

Fédération Belge
des Grossistes en Tabac

FEDETAB

Fédération Belgo-
Luxembourgeoise des
Industries du Tabac

2501234796



European Union

United Kingdom Taxation

Young, Robin. Rise in wine duty 'encourages booze cruises'. *The Times* (1 December 1993) p. 13

Reference: 020462

France Public Smoking Restrictions

Le fumeur irascible condamné à 1000 francs d'amende. *Libération* (9 November 1993) [French]

Reference: 020495

Ireland Restaurants

McArdle, Maeve *et al.* Consumer choice and Ireland's tobacco regulations: do restaurateurs meet their client's needs? *Health Promotion International* (1993) 8(4) pp. 275-279

Reference: 020582

Tobacco tax up 7.3% in UK budget

In the UK budget presented on 30 November 1993, the price of a pack of 20 cigarettes rose by 7.3%, or 11 pence (US\$0.17), bringing the cost of a pack of the most-popular brand to £2.52

(US\$3.78). The price of other tobacco products also rose by 7.3%. The chancellor announced his intention to increase cigarette taxes by 3% above the rate of inflation in future years. □

Frenchman prosecuted for smoking in public

A 36 year-old man has become the first person to be prosecuted under France's anti-smoking laws.

He was fined FF1,000 (US\$167) for smoking in the non-smoking section

of a café and FF3,000 (US\$500) for throwing a jug at a non-smoker who had poured water on his head. The jug hit a table, broke, and a piece grazed a child. □

Restaurateurs, restaurant patrons differ in perceptions of need for no-smoking areas

Since 1988, smoking has been restricted in restaurants and public eating places in Ireland. The restrictions specify that each establishment should provide a no-smoking section for its non-smoking patrons.

Three researchers from University College, Galway, decided to look at whether the restaurants are really meeting the consumer's wishes. They conducted a telephone survey of all the listed retail food premises in Galway City in the west of Ireland.

Some 29% of the restaurants surveyed provide no smoke-free section at all, while 68% allocate 50% of restaurant floor space to these clients. Effect on businesses either way was perceived as minimal, with 71% of restaurateurs saying that these regulations had no effect at all.

The restaurateurs had no perception of a positive benefit associated with compliance with the regulations, and most were not aware of the percentage of smokers in the population, giving a significant overestimation when asked.

On the other hand, a survey of 100 members of the general public carried out at the same time reported that the majority was aware of the regulations and was willing to comply with them, whether smokers or not. The sample of smokers (35%) and non-smokers (65%) gave their views on the accommodation provided by the restaurants, their attitudes on smoking and health and the regulations. The evidence from this part of the study implied a potential marketing benefit to restaurateurs in implementing the legislation. □

2501234797



**European
Union**

EU Member States
Public Health

Milner, William. European Community sets out its public health strategy. *British Medical Journal* (4 December 1993) 6917(307) p. 1441

Reference: 020506

EU to play larger role in public health matters

There is scope for the European Union (EU) to play a more prominent role in public health matters over the next five years, as policymakers assume the new responsibilities they have been given in the Maastricht Treaty on European Union. A UK medical journal recently examined the likely scope of this role.

It quotes a policy document by the social affairs commissioner, Padraig Flynn, and his staff, as stating: "The role of the community is to underpin the efforts of the member states in the public health field, assist in the formulation and implementation of objectives and strategies, and contribute to the continuity of health protection provision across the community, setting as a target the best results already obtained in a given area anywhere in the community."

The article says that the main thrust of the EU's initiatives over the next five years is likely to be in areas such as sponsorship of research on AIDS,

cancer, cardiovascular disease, mental illness, neurological disease, age-related health problems and drug dependence. It can also be expected to focus some of its efforts in new areas such as rare diseases.

Programmes backed by the Union that draw the public's attention to some of the underlying causes of various diseases are likely to get greater attention from the Commission. It intends to look specifically at health information, education and promotion programmes, but wants to avoid duplication and increase efficiency.

Increased EU support can be expected in the training of health professionals. Possible actions may promote an exchange of information on various national training courses and schemes, particularly those dealing with dependency, including dependence on alcohol and medicines, and those on nutrition and sexuality. □

Health behaviour said to differ in smoking and non-smoking households

Reading University psychologists D.H. Thompson and D.M. Warburton advise caution in interpreting disease patterns of non-smokers in smoking households, as their diet and health practices appear to differ from those in non-smoking households.

The authors analysed results of *The Health and Lifestyle Survey*, published in 1987, which contains data from a sample of 9,003 individuals aged 18 and over living in Great Britain. The survey asked about health knowledge, attitudes to health, lifestyles and health status, and focused on four habits or behaviours most often implicated in studies of ill health: smoking, alcohol

consumption, diet and physical exercise.

Their analysis of differences in diet and mental health for individuals living in smoking households indicates that they consumed fats more frequently, drank more alcohol, and were less likely to eat root vegetables and cereals. In addition, those in smoking households seem to show higher rates of depression and insomnia, which are also negative health indicators.

All of the above differences have been cited as risk factors for cancer, heart disease, or both, and future studies on ETS should control for these factors, according to Thompson and Warburton. □

United Kingdom
Environmental Tobacco Smoke

Thompson, D.H. and D.M. Warburton. Dietary and mental health differences between never-smokers living in smoking and non-smoking households. *Journal of Smoking-Related Disorders* (November 1993) 4(3) pp. 203-211

Reference: 020434

2501234798



European Union

Luxembourg Smoking Trends

29% de fumeurs parmi la population du Grand-Duché.
Letzeburger Journal (12 October 1993) p. 9 [French]

Reference: 020520

Smoking in Luxembourg

According to a recently-published survey, *Tobacco in Luxembourg Society*, 32% of males and 25% of females between the ages of 15 and 24 smoke in the Grand Duchy, but the overall percentage of smokers in the population has decreased from 33% to 29% since 1987.

Although fewer women smoke than men, their numbers are reportedly increasing: whereas in 1987 25% of women smoked, by 1993 the percentage had risen to 26%. Over the same period, smoking among men dropped from 41% to 32%.

The proportion of women who smoke is the highest among those aged 25 to 49 (35%) and then decreases rapidly (11% among those over the age of 65). Although from 1987 to 1993 the percentage of smokers fell in all age

groups, among women aged 35 to 49 it increased from 29% to 34%.

Some 36% of smokers say that they do not want to change their smoking patterns. More than half (55%) have tried to stop, 34% of them many times, 6% say they plan to stop and 8% want to lower their consumption.

The survey claims that the average smoker begins to smoke at age 16 or 17 and there are indications that this age is decreasing slightly. The average age for stopping smoking is between 35 and 40 for women and more or less five years earlier for men.

Some 40% of those surveyed said that they are not bothered by tobacco smoke.

The survey was carried out for the Ligue Luxembourgeoise Contre le Cancer and covers 1,082 people over the age of 15. □

United Kingdom Mortality Data

The smoking epidemic. A prescription for change. Health Education Authority (1993) 42 pp.

Reference: 020380

The smoking epidemic: a report on the alleged costs of smoking in the UK

Smoking costs the UK National Health Service (NHS) £1.67 million (US\$2.5 million) a day in treatment for patients who suffer from alleged 'smoking-related diseases', according to *The smoking epidemic. A prescription for change*, a Health Education Authority report. This is the third report in a series focusing attention on the alleged costs of smoking to individuals and to the UK health service*.

The report claims that drugs worth £1 million (US\$1.50 million) a week are prescribed to smokers. Smokers allegedly account for eight million more visits a year to general practitioners than non-smokers and are many times more likely to be referred to hospital outpatient departments. The report also claims that the NHS spends £610 million (US\$905 million) a year treating 'smoking-related illnesses'.

Half of all children live in households

where at least one adult smokes, exposing them to ETS, according to the report. These children visit their doctor more often and have more outpatient visits and stays in hospital than those from non-smoking households, the report alleges. It further claims that the additional cost of treating the children of smokers is £143 million (US\$215 million) a year.

The costs were calculated by comparing data in the General Household Survey on the frequency of general practitioner consultations by smokers and non-smokers, using average figures for the length of a consultation (9.8 minutes), the cost of a prescription and the length of stay in hospital. □

* The previous reports in the series are *The smoking epidemic: counting the cost*, launched in November 1991 [017209] and *The smoking epidemic: a manifesto for action*, launched in 1992 [017210].

2501234799



**European
Union**

**United Kingdom
Consumers**

Protection of child consumers: is it excessive?

Reaching for the counter. The new child consumers: Regulation or education? is a new publication by the UK Social Affairs Unit (SAU) that considers the rise of the "regulatory impulse of progressive protectionists". These are people who, in the name of protecting the innocent and naive (namely children), wish to introduce more and more legislation regulating the manufacture, importation, use and advertising of certain products.

In an introduction, the SAU's Digby Anderson explains that manufacturers and organizations are now often the targets of such allegations, with lobbying and consumer groups alleging that their practices take advantage of children by indoctrination through advertising, and reliance on their ineptitude and inexperience as consumers.

The report aims to demonstrate just how complex the role of children in the marketplace is and how little of it justifies simplistic calls for product regulation. Studies examined by the report demonstrate that there is little to suggest that children are indeed inept consumers or that they are easily influenced, or merely manipulated, by advertising. It reports that children are now

recognized as consumers, and that their behaviour is largely connected with that of their parents.

Parents are the primary influence on the consumer behaviour of children, according to the author, Adrian Furnham. The media appear to influence children far less than teachers, parental and peer group pressure.

Furnham also examines the constitution of the groups calling for the protection of children, and the regulation of products on their behalf. He examines the inconsistencies of different protectionists and concludes that there is "precious little evidence that children are happier, healthier, better informed as a result of campaigns".

He says that the motives of progressive protectionists, consumer boycotters and market regulators are in doubt. "Ostensibly protecting the weak, it is more than apparent that they may bring along an ideological baggage opposed to growth, capitalism, the free market and so on. United in opposition to manufacturers and market forces, these pressure groups find a politically acceptable (and correct) forum for expressing their views". □

Furnham, Adrian. *Reaching for the counter. The new child consumers: regulation or education?* The Social Affairs Unit (1993) 55 pp.

Reference: 020334



Non-EU Europe

Switzerland Advertising Bans

Votations fédérales. Initiatives jumelles. *Communauté de l'Industrie Suisse de la Cigarette* [Press release] (28 November 1993) 1 p. plus canton-by-canton results [French]

Reference: 020447

Petignat, Yves. Initiatives jumelles, les raisons du refus. *Le Nouveau Quotidien* (29 November 1993) p. 4 [French]

Reference: 020448

Swiss reject tobacco and alcohol advertising bans

The Swiss people have rejected by a substantial majority a proposal to ban all advertising for tobacco products and alcoholic beverages.

In a 28 November referendum, 74.4% of the electorate voted against a tobacco advertising ban and 74.7% against a ban on alcohol advertising. Some 44.3% of the population voted. [The figures for the tobacco advertising ban were 1,512,772 against and 518,051 in favour.]

The measures, known as the *Twin Initiatives*, were defeated in all of Switzerland's cantons. The defeat was particularly strong in the French-speaking part of the country, where the electorate is reported to be especially hostile towards any increase in legal prohibitions: in Valais, for example, 86% of the people voted against the proposal.

A newspaper report attributes the rejection to the likely economic effects of the bans on the advertising sector and the press, as well as on sponsorship.

The *Twin Initiatives* had already been rejected by the Council of States and the National Council earlier in the year. The current attempt to ban tobacco and alcohol advertising was launched in 1989 by organizations concerned with health and with the protection of young people.

A similar proposal was put to a referendum in 1979 and defeated by a vote of 59.1% to 40.9%. □

Editor's note: Materials and argumentation used in the campaign against the measures, as well as some materials used by those supporting them, are available at TDC.

Bulgaria Advertising Bans

Bulgaria to fine \$50,000 for illegal cigarette ads. *Reuters* (18 November 1993)

Reference: 020438

Bulgaria to fine US\$50,000 for illegal cigarette ads

The Bulgarian parliament has reportedly passed a new tobacco law banning advertisements for cigarettes and tobacco products from radio, television, city transport and street billboards.

The law effectively restricts tobacco advertisements to point of sale. Violators will be fined US\$50,000.

Revenue from these advertisements has so far paid off the major share of maintenance expenses for run-down city transport. State television has also made large sums from tobacco advertisements as western cigarette manufacturers compete for a share in a new market. □

Poland Advertising Restrictions

Western, Polish tobacco firms to cut advertising. *United Press International* (2 December 1993)

Reference: 020497

Tobacco companies to voluntarily curb advertising in Poland

Seven Polish and six western tobacco firms operating in Poland have reportedly signed an agreement to scale back their advertising. According to a representative of R.J. Reynolds Tobacco Poland, the deal would serve to moderate "dirty competition" between the firms and is also said to be the first deal in Eastern

Europe that aims at curbing tobacco advertising.

The agreement reportedly stipulates that tobacco not be advertised near schools and playgrounds and that billboards and cigarette packs carry clearly visible warnings about the alleged dangers of smoking. □

2501234801



Non-EU Europe

Czech Republic Advertising Bans

Czech parliament passes new law on advertising

The Czech parliament has passed a new law that bans tobacco advertising in mass media, billboards, movies and on public transport from the beginning of 1994. Tobacco producers will still be able to advertise their brands, but not tobacco products.

Offenders will be fined KC100,000 (US\$3,300) the first time and KC500,000 (US\$16,500) for repeated offences. Also at the beginning of 1994, new taxes will raise the price of cigarettes by KC0.80 (US\$0.03) per pack. □

Gómez, Vincent. Parliament taking aim at tobacco advertisers. *The Prague Post* (8-14 December 1993) pp. 1,6

Reference: 020510

Legal basis of St. Petersburg ad ban in question

The legal basis of the decision by the city council of St. Petersburg to ban alcohol and tobacco advertising has aroused disagreement. A city council representative, Valentin Panov, who prepared the ban, says that advertising goes against the health law. Confirmation of the council's

decision depends on its situation after the elections in December. According to experts, the city could lose US\$35 million in advertising revenue because of the ban and companies could lose revenue of up to US\$150 million during the next five years. □

Russia Advertising Bans

Controversy rages over possible ban on alcohol and tobacco advertising. *Delovoi Petersburg* (1993/6) p. 15

Reference: 020511

Tax increase in Russia

As of 23 November, taxes in Russia have been increased on imported cars, cigarettes and spirits. The tax

aims to balance the state budget and to protect Russian industries. □

Russia Taxation

Kommersant Daily (24 November 1993) p. 2 [Russian]

Reference: 020513

2501234802



Finland

Advertising Bans

Rimpelä, Matti K. *et al.* The effects of tobacco sales promotion on initiation of smoking - experiences from Finland and Norway. *Scandinavian Journal of Social Medicine* [Supplement 49] (1993) pp. 5-23

Reference: 020508

Finnish researchers dispute claims about ineffectiveness of advertising bans

Finnish researchers Rimpelä, Aarø and Rimpelä say that available data do not support tobacco industry claims that advertising bans in Norway and Finland have not contributed to a reduction in tobacco use. The authors add that some of their own reports have been referred to and misused by tobacco-industry spokespersons.

According to the authors, the effects of an advertising ban can only be properly examined after describing a reasonable conceptual model. Such a model has to take into account other social and cultural predictors of smoking; tobacco sales promotion in the contexts of all other mass communication; control measures other than a ban, and the degree of success in implementing the advertising ban.

They continue: "Like any other kind of mass communication, tobacco advertising influences the individual in rather complex way. Behaviour change may be regarded as the outcome of an interpersonal and intrapersonal process."

Social science research on tobacco advertising and most studies on the effects of banning such advertising are relatively recent, dating only from the late 1980s, according to Rimpelä *et al.* "After examining available evidence related to the effects of tobacco advertising on the smoking habits of adolescents we conclude as follows: the few scientifically valid reports available today give both theoretical and empirical evidence for a causal relationship. Tobacco sales promotion seems both to promote and to reinforce smoking among young people. The dynamic tobacco market represented by children and adolescents is probably the main target of tobacco sales promotion.

"In Finland, there have been few studies explicitly addressing the

causal links between tobacco sales promotion and the smoking habits of adolescents. In Norway, no such studies have been carried out.

"If we examine the change in the use of tobacco over time, the data available do not lend support to the conclusions drawn by the tobacco industry spokesmen. In Norway the prevalence of daily smokers was higher in 1975, when the ban on tobacco advertising came into force than either before or after. The strongest decrease in the prevalence of daily smokers took place during the first five-year period after the ban was introduced. In Finland, where voluntary restrictions on tobacco advertising had already been introduced before the total ban came into force, and where the implementation of the ban has been far more difficult than in Norway and rather ineffective, the connection between the introduction of the legislative ban on advertising and the changes in smoking habits among adolescents is less obvious."

Tobacco industry allegations

In addressing the tobacco industry's allegations that sales promotion is not addressed to children, the authors say that two points speak against these arguments: "First, actual brand-switching among daily smokers is limited. Secondly, the concept of a mature market applies to adults, but the market among children and adolescents is dynamic: not mature. A great majority of smokers start daily smoking before the age of 18 years and a majority of teenagers who experiment with smoking are trapped in the career of regular smoking which typically lasts for some 30-40 years. Thus the battle of both recruiting new consumers and brand shares is mainly fought among non-smoking children and adolescents, not among adult smokers." □

2501234803



Swedish smoking report said to be biased

A seminar at which Sweden Statistics (SCB) was scheduled to present a new report on smoking was cancelled on 23 November amid claims that the report had been influenced by the Swedish Tobacco Association that had commissioned it.

Lars-Erik Holm of the Public Health Institute says that several statements in the report can be found in material published by the tobacco company, such as, "available data from Sweden and Denmark show that advertising has not affected tobacco consumption to any appreciable extent".

In a statement to the seminar, the SCB wrote that the content of the report must be somewhat reviewed.

The report states, among other things, that smoking in Sweden has declined by 28% in the past 20 years and that Sweden now has the lowest percentage of smokers in the Nordic region but that snuff-taking increased by 85% in the period 1970 to 1992. □

Editor's note: The report was subsequently released, with a few minor amendments.

Sweden
Smoking Trends

Hygstedt, Björn. Ny rapport om rökning stoppas. *Svenska Dagbladet* (24 November 1993) p. 24 [Swedish]

Reference: 020442

Smokers' organization demands smoking flights in Scandinavia

Members of Røykringen, a smokers' organization in Norway, have contacted Scandinavian airlines to ask that smoking be permitted on some daily flights on popular routes.

Stressing that one-third of Norwegians are smokers, they have contacted Scandinavian airlines asking that smoking be allowed on routes such as Oslo-Copenhagen and Oslo-Bergen.

Røykringen's leader, Thor Petter Krosby, points out that are 15 daily

flights between Oslo and Copenhagen, and that it must therefore be possible to allow smoking on, for example, three of these flights.

The group has threatened to encourage smokers to boycott airlines that totally ban smoking, reminding them that SAS was forced to lift the ban on smoking on its European flights because of financial considerations. Røykringen plans to contact its sister organizations in other Nordic countries for support. □

Norway
Aircraft

Baug, Birger. Vil ha egne røykefly. *Arbeiderbladet* (3 December 1993) p. 16 [Norwegian]

Reference: 020515

Swedish prime minister accuses EU Commission of 'political insensitivity' over accession negotiations

Mr. Carl Bildt, the Swedish prime minister, has accused the EU Commission of showing 'political insensitivity' in negotiations over his country's application to join the European Union. He said an accession agreement could be reached by the EU deadline of 1 March 1994 if several key issues were resolved at the next ministerial-level talks on 21 December. Bildt cited the case of *snus* (oral snuff), saying that it is a detail in itself but symbolizes Brussels' interference with the way of life of ordinary Swedes. The EU is resisting

a Swedish demand for a derogation from an EU ban on the product.

Bildt's sentiments were echoed in another press report by Ulf Dinkelspiel, Sweden's minister for European affairs and foreign trade. He said that if Swedes were not able to continue buying *snus*, it would be almost impossible for the country to win a referendum next year supporting EU membership. □

Editor's note: Previous reports stating that the EU Commission had agreed to a derogation on *snus* for Sweden were premature.

Sweden
Snus

Camegy, Hugh. Swedish PM irritated by Brussels. *Financial Times* (9 December 1993) p. 3

Reference: 020509

Brown-Hulme, Christopher. EU threatens to snuff out a Swedish tradition. *Financial Times* (24 November 1993) p. 1

Reference: 020498

2501234804



Nordic Countries

Norway

Anti-Tobacco Campaigns

Handlingsplan for et tobakksfritt Norge. Social- og helsedepartementets arbeidsgruppe for oppfølging av handlingsplanen for røykfritt Norge år 2000 (1993) 35 pp. [Norwegian]

Reference: 020453

Action Plan for a Tobacco-Free Norway: An update

This is the latest update of the Action Plan for a Tobacco-Free Norway that began in 1989.

It sets out the following goals and timetable in which to achieve them:

Protection of non-smokers: By 1996, all children's care centres, schools and universities should be tobacco-free; at least 25 communes should have banned smoking in the academic and health sectors; smoking should be banned in all public offices and institutions; serving areas in concert-, theatre- and cinema venues should be smoke-free. By 1998, all health care establishments should be smoke-free; at least 100 communes should have smoking bans in academic and health sectors; smoking should be banned in all areas frequented by young people.

Reduced access: By 1994, the age for buying tobacco products should rise to 18 years; vending machine sales of cigarettes should stop. By 1998, there should be restrictions on the times and places where cigarettes may be sold.

Tax increases: By 1994, taxes should increase by more than 20% a year; by 1996 tobacco should be removed from the consumer price index.

Restrictions on oral snuff and chewing tobacco: By 1994, these products should carry a health warning; by 1998, the sale of these products should be banned.

Smoke-free flights: By 1996, smoking should be banned on all aircraft in Norway.

End to duty free sales: By 1998, duty free sales should end in the Nordic countries.

Reduction of the percentage of daily smokers to less than: 20% among pregnant women by 1996; 5% among 15 year-olds, 20% among 16-24 year-olds and 25% in the entire population by 1998.

The report also covers tobacco use in Norway. It claims that daily smoking among men fell from 52% in 1973-1974 to 40% in 1981. It was constant until 1988 but appears to be decreasing again. Among women, the percentage of daily smokers has remained constant at 32% since 1973.

It further reviews health risks allegedly related to tobacco use and concerted European action against tobacco and provides a chronology of Norway's tobacco policy. □

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Australasia

Australia Health Promotion

Key role for health body. *Gold Coast Bulletin* (22 November 1993) p. 6

Reference: 020503

Key role for health body in Queensland

A community-based health-promotion council, expected to be approved by the Queensland [Australia] cabinet, will give the public more say in health funding.

The council would advise the health minister on the disbursement of funds for health-promotion campaigns in areas such as nutrition, smoking, immunization, cancer prevention and alcohol and drug abuse.

The 11-member council would also advise on the implementation of health-promotion and illness-prevention campaigns and

help identify new issues which need to be addressed.

"The membership will be chosen to reflect wide community representation of people and groups who have an interest in seeing an overall improvement of the health of Queenslanders," said the health minister, Ken Hayward.

The council would have an initial annual budget of AUS\$1.5 million (US\$2.25 million), in addition to the AUS\$2.6 million (US\$3.9 million) already allocated for expenditure on health-promotion activities in Queensland in 1993. □

Bid to find 'acceptable' ETS exposure level

Building owners and managers reluctant to ban smoking have launched an investigation in a bid to find an acceptable exposure level to ETS.

The Building Owners and Managers' Association (BOMA) believes that cigarette smoke should be treated in the same way as any other workplace chemical. It wants an ETS code of practice drawn up, with standards of reasonable exposure.

The move was prompted by the recent Burswood Casino Case*, which caused many BOMA members to demand to know their responsibilities when it came to ETS.

BOMA executive director Jeannie Lyall said association officers would

meet to determine how the investigation would be run. She said it would consider a range of options, including separate smoking rooms, to provide a healthy atmosphere without banning smoking.

Ms. Lyall said the Western Australian branch of BOMA would be the first in Australia to tackle the problem and she hoped the investigation's findings would take the emotion out of the ETS debate.

The director of the Australian Council on Smoking and Health said that no health authority in the world would be prepared to set an acceptable level of exposure for ETS. □

* *Infotopics* October 1993 p. 20

Australia Indoor Air Quality

McKimmie, Mamie. Safe smoke level sought. *West Australian* (23 November 1993) p. 9

Reference: 020443

Tobacco growers pressure government on quotas

Tobacco growers have stepped up pressure on the Australian federal government to review a commitment

to abolish a requirement that 50% of tobacco used in the country's cigarettes must be grown in Australia. □

Australia Quotas

Financial Review
(24 November 1993) p. 7

Reference: 020521



Australasia

Australia Restaurants

Schofield, Margot J. *et al.*
Smoking control in restaurants:
the effectiveness of self-regulation
in Australia. *American Journal of
Public Health* (September 1993)
83(9) pp.1284-1288

Reference: 020444

Self-regulation of smoking in restaurants not working, claims survey

According to an Australian survey of smoking in restaurants, there is little evidence to support the effectiveness of the self-regulation policy adopted by the restaurant industry.

Fewer than 2% of restaurants were totally smoke-free; 22% provided some smoke-free areas. Customers were much more likely than owners to think that smoke-free areas should be provided. Owners appeared to be unaware of customers' views about smoke-free areas in restaurants.

The authors conclude that the arguments against regulated

provision of smoke-free areas in restaurants has been based on emotional appeals rather than on accurate data about the needs and preferences of customers. Although the restaurant sector has promoted self-regulation for several years now, owners have reportedly failed to act. Failure to make self-regulation suggests that legislation may be the most viable option, at least in New South Wales, according to the authors.

Schofield *et al.* surveyed 365 restaurateurs and 1,327 customers in New South Wales. □

Australia Environmental Tobacco Smoke

Sider, Daphne. Appeal reduces
Tobacco Institute's cash to
ash. *Sydney Morning Herald*
(4 December 1993)

Reference: 020522

Anti-smoker has not breached Fair Trading Act by commenting on ETS, says judge

The former executive director of Action on Smoking and Health (ASH) Australia, Stephen Woodward, has not breached the Fair Trading Act by commenting on the alleged dangers of ETS, an Australian judge has ruled. The ruling came in a lawsuit brought against Woodward by the Tobacco Institute of Australia (TIA).

Woodward's comments were made in the context of the 1992 Federal Court of Appeal decision on the AFCO case*.

The comments the TIA said were misleading included that the court's finding confirmed that ETS was dangerous in that it caused lung cancer and respiratory disease in young children.

The TIA brought the suit under the terms of the New South Wales Fair Trading Act by claiming that Woodward had acted in "trade or commerce" in his capacity as a private consultant to anti-smoking bodies, and that his comments were calculated to affect the business of cigarette manufacturers, importers, distributors and retailers, and the conduct of cigarette smokers.

According to the presiding judge in this suit, "That was just what he was employed to do and he would have been futile as executive director[of ASH] if he had not done some such thing." □

* *Infotopics* January 1993 p. 19

Australian state government MPs let tobacco companies back international sporting events

Australian state government members of parliament (MPs) have rejected a blanket ban on cigarette-company endorsement of sporting events and voted instead to

let companies back international events.

The Gold Coast's IndyCar race and America's Cup yacht trials will both have tobacco backing. □

Australia Sponsorship Bans

Smoke deal. *Courier Mail*
(18 November 1993) p. 22

Reference: 020340



East Asia

Hong Kong
Airlines

International Herald Tribune
(27-28 November 1993) p. 2

Reference: 020449

China
Exposure

Jin, Cui and Annette MacKay
Rossignol. Effects of passive
smoking on respiratory illness
from birth to age eighteen
months, in Shanghai, People's
Republic of China. *The Journal*
of Pediatrics (October 1993)
pp. 553-558

Reference: 020517

Cathay to introduce further smoke-free routes

Cathay Pacific will reportedly ban smoking on all flights between Hong Kong and European destinations from March 1994. The company's general manager, Arthur Bullard,

said the move responded to research indicating that "75 percent of passengers on these routes are nonsmokers, and a third of smokers prefer a nonsmoking flight". □

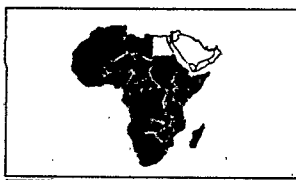
China: breast feeding claimed to reduce incidence of respiratory disease in young children

In a study carried out in 1985 into the effects of exposure to nonmaternal, household cigarette smoke on the incidence of respiratory illness among children from birth to age 18 months in China, researchers Cui Jin *et al.* also evaluated the effects of other environmental factors on the incidence of respiratory illness, such as cooking fuel and whether the children were breast fed.

The relative "risks" of exposure to cigarette smoke were assessed for children living in households with family members who smoked, and compared with those for children living in nonsmoking households. In their discussion, the researchers

maintain that exposure to ETS is not an easily quantifiable variable; therefore the estimate of the children's exposure, based on total household cigarette consumption, was greater than actual exposure.

The study reports that children who were not breast fed were almost twice as likely to be at risk of respiratory disease at each level of exposure to household smoke examined, in comparison with those who were not. Being fed breast milk for at least one month was identified as a preventive factor independently of the effects of cigarette smoke use or number of household members who smoked. □



Africa

Zimbabwe

Anti-Tobacco Campaigns

Conference programme and list of participants. *UICC* (November 1993)

Reference: 020587

Tobacco producers urged to diversify. *The Herald* (17 November 1993)

Reference: 020337

Time to shift from tobacco. *Daily Gazette* (17 November 1993)

Reference: 020586

All-Africa Conference on Tobacco Control in Zimbabwe

The All-Africa Conference on Tobacco Control took place on 14-17 November in Harare, Zimbabwe.

Its main goal was "to discuss public health actions at the sub-regional and national levels to prevent and control the use of tobacco as well as to protect the health of non-smokers".

The conference had the written support of the World Health Organization's Tobacco or Health Office in Geneva and its African Regional Office in Brazzaville. Financial and technical support was provided by the International Development Research Council (IDRC) [Canada], the Centers for Disease Control [Atlanta, USA], the International Union Against Cancer (UICC), the World Bank and the Rockefeller Foundation.

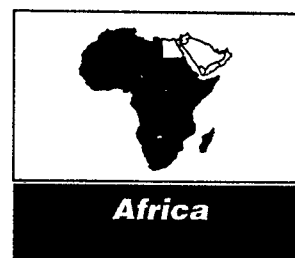
The organizing committee consisted of the Medical Research Council of South Africa, the Cancer Association of South Africa, the Council Against Smoking of South Africa, Blair Industries [Zimbabwe] and the Tobacco Action Group.

Participants included representatives from sub-Saharan countries, WHO representatives for tobacco control, senior health ministry officials, academics and tobacco control advocates.

The following presentations were made:

- *Challenges to introducing tobacco control legislation at national level* - Prof. Sherif Omar, Member of the Egyptian Parliament and Chairperson, Tobacco and Cancer Programme, International Union Against Cancer;
- *Global economic impact of tobacco* - Mr. Howard Barnum, Senior economist, Population, Health and Nutrition, World Bank;
- *Targeting the Afro-American community in the USA: Lessons for Africa* - Dr. Robert Robinson, Assistant director for programme development, Office on Smoking and Health, Centers for Disease Control, Atlanta, Georgia;
- *Tobacco trade to and from Africa* - Dr. Simon Chapman, Senior lecturer in community medicine, University of Sydney, Australia;
- *Women and tobacco: Trends and prospects in developing countries* - Ms. Amy Kabwe, Chairperson, Zambia Anti-Smoking Society [copy available];
- *Women and tobacco: An African perspective* - Dr. Nancy Tesha, Chairperson, African Regional Network of Women Against Tobacco, Department of Community Development and Women and Children's Affairs, Tanzania;
- *Epidemiological methods of estimating tobacco-related mortality* - Dr. A. Lopez, Tobacco or Health Programme, WHO, Switzerland;
- *Tobacco-related cancer in Africa* - Dr. Annie Sasco, International Agency for Research on Cancer, France;
- *Francophone presentation* - Philippe Boucher, Comité National Contre le Tabagisme;
- *National dependence on tobacco: a case study* - Drs. Theresa and Ronald Watts, Zimbabwe Cancer Centre;
- *Marketing and sport sponsorship for tobacco in Kenya: A case study* - Dr. Paul Wangai, Medical Clinic, Kenya;
- *The use of tax to control tobacco* - Mr. David Sweanor, Non-Smokers' Rights Association, Canada;
- *International Tobacco Growers' Association in Africa* - Mr. Henry Ntaba, International Tobacco Growers' Association;
- *The tobacco crop in Zimbabwe* - Mr. Peter Richards, Zimbabwe Tobacco Association;
- *The community concerns of the tobacco producers* - Mr. Clements Mahachi;
- *Economic advantages of tobacco to Zimbabwe* - Mrs. Lal Burton-Taylor, Zimbabwe Tobacco Association;

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- *Wider implications for tobacco farmers* - Mrs. Lisa Eddington, International Tobacco Growers' Association, Zimbabwe;
- *Legislation to combat the tobacco epidemic and the African countries* - Dr. Ruth Roemer, Adjunct professor of health law, School of Public Health, University of California [Los Angeles], USA [copy available];
- *Legislation: Practical issues: A South African case study* - Dr. Yussuf Saloojee, Council on Smoking and Health, South Africa;
- *Public health practice of tobacco control: An integrated approach* - Dr. Thomas E. Novotny, Assistant dean for public health practice, School of Public Health, University of California [Berkeley].

Press reports

Local press reports focused on the call by Zimbabwe's health minister,

Dr. Timothy Stamps, for tobacco growers to diversify into other products.

The *Daily Gazette* noted that although smoking is claimed to have detrimental effects on health, "(a)t the same time, tobacco is one of Zimbabwe's key exports bringing into the country billions of dollars annually in much-needed foreign currency. The International Tobacco Growers' Association claimed recently that Zimbabwe stood to lose \$216 million in foreign exchange earnings if the world tobacco demand and consumption were cut by a mere 10 percent in line with calls by the World Health Organization."

The editorial suggests that Zimbabwe's economic planners should "view the meeting as an indicator of changing world trends pointing to a new focus for the economic priorities of the future." It ends with a call for diversification by tobacco companies. □

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Tax harmonization in the European Community. Policy issues and analysis.
International Monetary Fund (July 1992) 115 pp.

RAO, M. Govinda
A020530I

Reform of indirect taxes in developing countries: selected issues.
Asian Development Review (1992) 10(2) pp. 144-158

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DE BÚRCA, Gráinne
A020531

Giving effect to European Community directives.
The Modern Law Review (March 1992) 55(2) pp. 215-240

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BUTTERFOSS, Frances Dunn
et al.
A020524

Community coalitions for prevention and health promotion.
Health Education Research, Theory & Practice (1993) 8(3) pp. 315-330

DEPARTMENT OF HEALTH
B020818

On the state of the public health 1992.
HMSO (1993) 221 pp.

GOTTLIEB, Nell H. *et al.*
A020526

Correlates of coalition effectiveness: the Smoke Free Class of 2000 Program.
Health Education Research, Theory & Practice (1993) 8(3) pp. 375-384

ROGERS, Todd *et al.*
A020525

Characteristics and participant perceptions in tobacco control coalitions in California.
Health Education Research, Theory & Practice (1993) 8(3) pp. 345-357

SUSSMANN, Steve *et al.*
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Naturalistic observation of adolescent tobacco use.
The International Journal of the Addictions (1993) 28(9) pp. 803-811

TESH, Sylvia N.
A020523

Environmentalism, pre-environmentalism, and public policy.
Policy Science (1993) 26: pp. 1-20

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Prediction of twenty-four-hour energy expenditure in a respiration chamber in smokers and non-smokers.
European Journal of Clinical Nutrition (1993) 47: 600-603

WOODRUFF, Susan I. *et al.*
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Changing retailer knowledge, attitudes and behaviors related to cigarette sales to minors.
Journal of Community Psychology (July 1993) 21: pp. 234-245

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NIVOLA, Pietro
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Regulating unfair trade.
The Brookings Institute [Washington, DC] (1993) 190 pp.

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PRYOR [Editors]
B020817**

Tobacco smoking and nutrition. Influence of nutrition on tobacco-associated health risks.
The New York Academy of Sciences (1993) 66: 366 pp.

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**COLCHESTER, Marcus and
Larry LOHMANN [Editors]
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World Rainforest Movement (1993) 389 pp.

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